



**Item #17-6-3
Action**

Transportation Committee

May 25, 2017

Transportation Demand Management Funding Program Guidelines

Issue: Should the Board approve updated Funding Guidelines for SACOG's FY 2017/18 Transportation Demand Management (TDM) Program?

Recommendation: That the Transportation Committee recommend that the Board adopt the TDM program funding guidelines for FY 2017/18.

Discussion: SACOG's Transportation Demand Management program is identified and listed as a Transportation Control Measure (TCM) in the State Implementation Plan (SIP) for air quality; this TCM was committed to in the 1997 Ozone SIP. The TDM Program, as defined in the SIP, must be sustained through 2018.

Last October, the SACOG Board adopted a TDM Strategic Plan that included national research showing that TDM programs can be cost-effective in reducing vehicle miles traveled and provided some specific implementation actions to guide program expenditures through FY 2017/18. Two of the adopted implementation actions were to allocate \$450,000 to a new TDM Innovations Grant program, to which applications are due June 30, 2017, and to allocate a total of \$329,595 for FY 2017/18 contracts with SACOG's current TDM Outreach partners in a final year of guaranteed funding under the TCM requirement.

Since that time, one Outreach Partner (Yuba Sutter Transportation Management Association) has decided to dissolve at the end of June 2017. SACOG staff recommends taking the \$39,747 that was previously allocated to this transportation management association, increasing the TDM Innovations Grant program budget by \$10,762, and allocating \$28,985 for small increases to the remaining eight TDM Outreach partners, as shown in Attachment A. SACOG is encouraging our partners to scope their work for new tests or pilot projects in this remaining year of guaranteed funding. Specific allocations are outlined in the Attachment A. Outreach Partners have continued to increase employer memberships and participation in Sac Region Commuter Club to encourage mode shift. Specific numbers related to these efforts are included in Attachment B.

The remainder of the TDM funds programmed in the FY 2017/18 Overall Work Program (OWP) will be used by SACOG and partners to continue to implement the Strategic Plan, and develop and administer regional campaigns, methodologies for measuring and evaluating program performance, tools, services, and other eligible activities as identified in the draft guidelines and the OWP. Consistent with their Memoranda of Understanding with SACOG, the Placer County Transportation Planning Agency (PCTPA) and El Dorado County Transportation Commission (EDCTC) may use part of their share of federal funds to support SACOG's Regional Rideshare Program as well as their own TDM outreach, in cooperation with SACOG.

Approved by:

James Corless
Chief Executive Officer

JC:SB:ds
Attachments

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**DRAFT GUIDELINES FOR
SACRAMENTO AREA COUNCIL OF GOVERNMENTS
TRANSPORTATION DEMAND MANAGEMENT FUNDING PROGRAM
For Fiscal Year 2017/18**

INTRODUCTION

Transportation Demand Management (TDM) is contained in the 1997 Ozone State Implementation Plan (SIP) as a Transportation Control Measure and is in the Metropolitan Transportation Plan/Sustainable Communities Strategy listed as Strategy 8.1: *Continue the region's previous commitment to TDM programs as a strategy for education and promotion of alternative travel modes for all types of trips toward reducing Vehicle Miles Traveled (VMT) by 10 percent.*

FUNDING SOURCES

The federal funding source that SACOG uses for TDM is called Congestion Mitigation and Air Quality (CMAQ), a program that was first established in the early 1990s with the enactment of the Intermodal Surface Transportation Efficiency Act (ISTEA). The federal funding reauthorization, FAST Act¹, continues the CMAQ program with similar requirements for these funds. Since the provision of a regional rideshare program is a transportation control measure (TCM) mandated for the region by federal air quality requirements, this TDM program is an appropriate use of CMAQ funds.

Because SACOG is the applicant and recipient for CMAQ funds supporting SACOG's TDM Program, SACOG is required to show matching funds of 11.47 percent of total costs. However, because outreach partners will be receiving TDM funding through contracts with SACOG, SACOG is allowed to count non-federal outreach partner revenues (such as membership dues) toward the match.

SACOG includes its TDM activities in its annual Overall Work Program. This document acts as funding guidelines for Outreach Partner contracts and SACOG staff activities. Funding levels in the OWP may vary from these amounts due to carrying forward any underspent past funds.

COMPLIANCE

SACOG will:

- Follow all federal funding requirements.
- Follow all federal environmental justice directives.
- Assure that the projects meet the requirements of the Americans with Disabilities Act.
- Follow SACOG's "Use It or Lose It" policy for obligating and spending the funds. This policy requires project sponsors to schedule fund obligation and project implementation in the Metropolitan Transportation Improvement Program and to honor that schedule.
- Ensure a local non-federal match of at least 11.47 percent of the total cost of a project for projects receiving federal funding in the Sacramento region, with a few exceptions that are detailed under the individual program guidelines. This does not include "in kind" match, but must be funding that is dedicated to eligible features within the project and included in its

¹ FAST Act is *Fixing America's Surface Transportation Act*

overall cost. In the case of the TDM Program, SACOG and its outreach partners work together to show that non-federal local match requirements are met.

TDM GOAL

The goal for SACOG's Transportation Demand Management (TDM) Program is to promote strategies that can lower the demands made on the road and highway system and improve air quality. The program focuses on the promotion of alternative modes of travel including carpooling, vanpooling, public transit, telecommuting, bicycling and walking primarily, but not exclusively, by people living, working and traveling in the SACOG six-county region, with the overall benefit of reducing Vehicle Miles Travelled (VMT).

OUTREACH PARTNERS

SACOG's main advisory group for TDM, the TDM Task Force is a forum to support outreach efforts across the region. TDM Task Force activities are typically completed in cooperation with TDM Outreach Partners, a group of Transportation Management Organizations (TMOs) and other organizations that provide or promote TDM services directly to employers, employees and residents in the region including: Sacramento Transportation Management Association (TMA), Yolo TMA, North Natomas TMA, South Natomas TMA, McClellan Park TMA, Power Inn Alliance, 50 Corridor TMA and the city of Elk Grove. According to a staff agreement between SACOG, El Dorado County Transportation Commission, and Placer County Transportation Planning Agency, Outreach Partners serving Placer and El Dorado counties, such as the city of Roseville, will be considered Outreach Partners, but are funded separately from Outreach Partners in Sacramento, Sutter, Yolo, and Yuba counties. They have agreed to participate in SACOG's TDM outreach program, but are responsible to EDCTC and PCTPA respectively, not to SACOG. Additional partners that attend TDM Task Force meetings include staff from air districts, universities, cities, counties, transit agencies and non-profit organizations such as Breathe California, WALKSacramento and the Sacramento Area Bicycle Advocates.

FUNDING PROGRAM GUIDELINES AND ELIGIBLE USES

These guidelines apply to both the SACOG TDM Program as well as those of the Outreach Partners from Sacramento and Yolo counties, and Yuba and Sutter counties.

For Fiscal Year 2017/18, SACOG will continue to provide regionwide TDM Program services and sign contracts with existing TDM Outreach Partners for outreach services. These partners directly serve employers and their employees (and for some areas, residents as well) and are able to extend the reach of the program more effectively to the area's travelers than a regional agency is able to do alone.

Unless amended later through the annual SACOG budget process, at least \$1,500,000 will be spent on regional TDM activities for Fiscal Year 2017/18. Total expenditures will cover SACOG and TDM Outreach Partner activities as outlined below.

A. A total of up to \$329,595 will be budgeted for TDM Outreach Partners in Sacramento and Yolo counties to perform TDM services. This amount will be made available to all current outreach partners in the four counties for TDM purposes. The current partners are:

1. Sacramento Transportation Management Association (TMA)
2. Yolo TMA/Yolo Commute
3. North Natomas TMA
4. South Natomas TMA
5. McClellan Park TMA
6. Power Inn Alliance
7. 50 Corridor TMA
8. City of Elk Grove

B. The remainder of the funds will be utilized for the regionwide TDM Program -- rideshare database and website, marketing programs, coordination, evaluation, planning and demonstration projects to implement the TDM Strategic Plan goals and strategies including:

1. Provide rideshare and alternative mode information to the public through the 511 phone number and the www.sacregion511.org website. Maintain and enhance the website services.
2. Maintain contracts for third-party Internet-based rideshare and call center services.
3. Print program brochures and purchase incentive items to promote the program.
4. TDM Support Team to provide assistance to local efforts as appropriate to meet goals.
5. Staff or support the TDM Task Force, subcommittees, and working group meetings.
6. Conduct seasonal marketing and incentive campaigns, following long-range and annual marketing plans.
7. Develop and monitor contracts with TDM Outreach Partners.
8. Respond to special situations (for example, spiking gas prices) with TDM marketing campaigns.
9. Provide services to persons without access to computers outside TMO service areas.
10. Provide coordination with city and county member jurisdictions to increase overall TDM program accessibility.
11. Provide coordination with media outlets for increased public education.
12. Provide coordination and support for the regional Bike Month campaign in May.
13. Provide coordination and support for the alternative mode campaign in the fall.
14. Develop more specific measurement and evaluation tools/methodologies to improve performance-based assessment of the TDM program.
15. Conduct outreach and education activities related to vehicle miles travelled reduction.
16. Pilot new projects and/or partnerships in support of goals and strategies in the TDM Strategic Plan to reduce regional VMT.
17. Undertake other related, CMAQ-eligible planning, education, or outreach efforts.

Each Outreach Partner will be asked to submit a Statement of Interest specifying their scope of work for TDM services for FY 2017/18. This year, SACOG staff will encourage Outreach Partners to develop a scope around a specific project that they want to test or pilot. After the SACOG Board of Directors has approved programming funds for TDM Outreach Partners, a contract between each Outreach Partner and SACOG will be signed, specifying that in order to receive funding, the partners must meet the following requirements:

1. Implement a specific, agreed-upon TDM Services scope of work that lists communications, events, promotional campaigns, promotional material and other required activities for the year.
2. Promote SACOG marketing campaigns among members and other employers. SACOG will develop several yearly outreach campaigns, such as May Is Bike Month. Announce the events in newsletters, e-mails, on websites, and at Employee Transportation Coordinator (ETC), Board or worksite meetings.
3. Administer and participate in TDM program surveys or use of other measurement/evaluation tools. SACOG staff will be developing TDM program measurement and evaluation tools with input from TDM stakeholders, and plans to work with a third-party consultant to conduct a more defined program evaluation of SACOG and Outreach Partner activities. SACOG will expect outreach organizations to participate in any third party evaluation, to encourage Employer Transportation Coordinators to participate in and distribute any surveys, or for the outreach partners to administer surveys directly as is reasonable within existing capacity. SACOG expects outreach organizations to participate in developing more specific performance measures, and to amend Outreach Partner contracts to include, additional reporting requirements developed with stakeholder input.
4. Provide an annual report to SACOG. This should be the annual report, including a financial statement, which is provided to the governing board, and to include any additional reporting requirements amended into the contract as part of #9 above.

TDM services that have traditionally been provided by Outreach Partners and are eligible but not required in this round of funding include:

1. Provide an Emergency Ride Home program for members or constituents. Commuters using alternative modes at least 60 percent of the time who work for member organizations are covered by an emergency ride home program.
2. Provide information about rideshare and other alternative modes. Provide member organizations and other employers with alternative mode materials and information to promote at their worksites. On websites, place a 511 traveler information link in a prominent location.
3. Perform outreach to potential new TMA or rideshare database members. Some outreach to non-members in the partner's service area is expected. This could include residents or similar transportation-related groups.
4. Identify the need to implement corridor strategies. Where there are corridors with major construction activities or other special local needs (such as the prior closure of Folsom Dam Road), identify specific needs.

Partners will be reimbursed for eligible expenses that are accrued during the period of the contract.

MENU OF ADDITIONAL TDM SERVICES

TDM funding from SACOG may be used to support the above list of activities (the core requirements) or SACOG may contract for additional TDM services shown under the following "Menu of Additional TDM Services."

SACOG's priority is to support existing TDM Outreach Partners with a track record for TDM service to the region. If a new TMA or other TDM outreach organization develops after these guidelines have been adopted, they are encouraged to discuss other funding support options with SACOG.

If any of the funds for Outreach Partner contracts is not used for that purpose, SACOG reserves the right to use it for other purposes as defined within the OWP.

DRAFT

Following is a list of additional TDM services that could be provided by SACOG, Outreach Partners, or both, under the TDM Funding Program. For the Outreach Partners, this list is a source of TDM activities that SACOG will consider in TDM outreach contracts. SACOG will also consider a TDM activity that is not on this list if it meets the goal of the program.

- Education and Marketing
 - Public education materials and activities to support MTP/SCS implementation strategies
 - Work options such as compressed schedules and teleworking
 - Employer-based commute allowances
 - Parking cash-out programs
 - "Transportation choices" marketing campaigns
- Information Services
 - 511 phone number for transportation information (SACOG only)
 - Kiosks
 - Instant ridematching for non-work trips
 - Shared mobility tools
- Incentive Programs
 - Carpool
 - Vanpool
 - Vanpool startup
 - Fleetpools
 - Public transit
 - New resident transit
 - Commuter bicycle
 - Highway corridor
 - Carsharing
 - Teleworking
 - TDM Rewards
- School-based Programs
 - School pools
 - Walking and bicycling promotions
 - Safe Routes to School
 - School-based educational activities and curriculum
- Public Transit
 - Universal transit passes
 - Transit trip planning
 - Shuttle bus services
 - Coordinated schedule and service info
 - Implementation of transit demonstration projects to support VMT reductions
- Other
 - Training for Employee Transportation Coordinators (ETCs)
 - Surveys and data collection for evaluation purposes
 - TDM evaluations
 - Non-work trip projects
 - Park-and-ride lot needs assessment
 - TDM strategies at regional destinations such as shopping centers
 - Implementation of corridor strategies
 - Implementation of other MTP/SCS implementation strategies supporting regional VMT reductions

TDM Tier 1 Program Funding

PLANNED DISTRIBUTION OF OUTREACH PARTNER FUNDS For Fiscal Year 2016/17

Outreach Partner	Previous Annual Funding Amount	10% Increase	NEW Annual Funding Amount
50 Corridor TMA	\$42,804	\$4,280.40	\$47,084.40
Sacramento TMA	\$47,085	\$4,708.50	\$51,793.50
Yolo TMA	\$39,747	\$3,974.70	\$43,721.70
Power Inn Alliance	\$39,747	\$3,974.70	\$43,721.70
North Natomas TMA	\$39,747	\$3,974.70	\$43,721.70
McClellan Park TMA	\$30,575	\$3,057.50	\$33,632.50
South Natomas TMA	\$30,575	\$3,057.50	\$33,632.50
Elk Grove	\$19,568	\$1,956.80	\$21,524.80
Total			\$318,832.80

TDM Innovations Grant Program Guidelines

The aim of the TDM Innovations Grant program is to help fund new or innovative TDM strategies and pilot demonstration projects or programs. The intent is that the TDM Innovation Grant program awardees will provide quantifiable results that could help inform future competitive funding programs as well as longer term program changes.

Projects or programs will be identified through a competitive application process that is open to Transportation Management Organizations (TMO), cities, counties, and non-profit organizations or SACOG. Should a different entity be interested in the TDM Innovations Grant program, they would need to partner with a local TMO, public, non-profit or SACOG to deliver a project or program.

As approved by the Board in the TDM Strategic Plan, total funding during fiscal year 2017/18 for the TDM Innovations Grant program is \$450,000. Staff recommends adding \$10,762 (the balance of the Yuba/Sutter TMA allocation after increasing the other TMA budgets) to the TDM Innovations Grant program. Projects/programs are eligible to receive up to \$150,000, but not less than \$25,000 from the grant program. Projects/programs that are selected will have a maximum of two years to use the funds and deliver the project or program and assess its effectiveness in reducing VMT. Local financial commitment is an important indicator of local project support; projects/programs that are selected will need to have local matching funds. Currently the match level required is 11.47 percent of local funds (in-kind matches are acceptable). Applications must be eligible uses of CMAQ funding to qualify. Complete details on the grant program guidelines can be found on sacog.org.

Sac Region Commuter Club Synopsis Report

	May 1, 2015 - April 30, 2016	May 1, 2016 - April 30 2017	Change from 2015 to 2016
Worksite			
TMA Employers			
Total number of TMA employers	1,030	1,069	39
Total TMA employees represented (as indicated by employer profiles)	213,248	215,477	2,229
Total TMA employees registered	15,210	18,316	3,106
Percentage of TMA employees registered in Commuter Club	7.1%	8.5%	1.4%
Non-TMA Employers			
Total number of non-TMA employers	2,267	2,593	326
Total non-TMA employees registered	9,048	11,518	2,470
Totals (TMA and Non-TMA)			
Total Employers	3,297	3,662	365
Total Employees	24,258	29,834	5,576
Residential			
With TMA Benefits			
Total number of residents with benefits	1,696	2,363	667
Without TMA Benefits			
Total number of residents without benefits	22,562	27,471	4,909
Totals			
Total number of residents	24,258	29,834	5,576
TOTAL MODE SHIFT			
Daily VMT Reduced	3,530	1,728	-1,802
Annual VMT Reduced	706,000	345,600	-360,400